

Statistics

Population (2003)

Indiana:	4,797,903	metro	(2.0% of total U.S. metro)
	<u>1,397,740</u>	non-metro	(2.8% of total U.S. non-metro)
	6,195,643	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Indiana:	593,719 jobs	(16.2% of total Indiana employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Indiana:	60,296	(2.8% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Indiana:	250 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Indiana:	\$4.8 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #15

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Corn	1,505,854	8.6
Soybeans	1,261,808	9.4
Hogs	519,589	5.4
Dairy Products	317,340	1.5
Chicken eggs	238,422	5.6

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Indiana: \$18 million
United States: \$812.2 million

Farmers Markets (2004)

Indiana: 69
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Indiana: \$851,000
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Indiana: 4,175 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Indiana: 1
Total: 96

Marketing Products and Services

Specific to Indiana

AMS Helps Farm-to-School Project

In February 2006, AMS staff members met with members of Jennings County Growers Cooperative, Purdue University, and the Historic Hoosier Hills RC&D in Jennings County to finalize details on a farm-to-school marketing project started by the Jennings County Growers Cooperative. The project involves delivering locally raised and processed beef and pork to

schools in six southeastern Indiana counties.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$74,000 was awarded to the Indiana Office of the Commissioner of Agriculture, in cooperation with Indiana Business Modernization and Technology Corporation and the Indiana Hardwood Lumbermen's Association, to enhance the competitiveness of the Indiana wood furniture sector in domestic and international markets through market research and collaborative development of individual and industry-wide marketing plans.
- In 2003, \$49,000 was awarded to the Indiana Office of the Commissioner of Agriculture, in cooperation with Ball State University and others, to evaluate consumer response to web-based direct marketing of Indiana agricultural products, and communicate the findings to producers to optimize their marketing strategies.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF),

published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.